

Message Text

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PAGE 01 TAIPEI 05464 120848Z

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ACTION EA-09

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R 120815Z AUG 76
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TO USDOC WASHDC
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UNCLAS TAIPEI 5464

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: FOREIGN BUYER PROGRAM - VISIT OF MR. HENRY
H. TSAI, PRESIDENT OF ORIENT INDUSTRIES LTD.

REF : CCP FY77

MR. HENRY H. TSAI, PRESIDENT OF ORIENT INDUSTRIES LTD., HAS SCHEDULED A TRIP TO U.S. FOR THE END OF SEPTEMBER TO SEEK AGENCY REPRESENTATION FOR SEVERAL LINES OF PRODUCTS. ORIENT INDUSTRIES LTD. (WTD JULY 1974 BEING UPDATED) OPERATES AS AN IMPORTER/EXPORTER OF MARKING MACHINES, ICE CREAM FREEZER, CASSETTE TAPES, PVC PRODUCTS, ELECTRONICS AND GENERAL MERCHANDISE SINCE ITS ESTABLISHMENT IN 1955. CAPITALIZED AT US\$30,000, ORIENT INDUSTRIES REPORTEDLY HAS A US\$1 MILLION SALES VOLUME PER ANNUM. MAJOR FOREIGN FIRMS REPRESENTED INCLUDE MARKEN INTERNATIONAL INC. (NEW HAMPSHIRE), AND MILFORD-ASTOR LTD. (ENGLAND). MR. TSAI IS INTERESTED IN SEEKING AGENCY/DISTRIBUTORSHIP WITH U.S. MANUFACTURERS IN THE FIELDS OF ELECTRONIC COMPONENTS, SHOEMAKING MACHINERY, PHARMACEUTICALS, COSMETICS, LABORATORY CHEMICALS, HOT-STAMPING FOILS, CONSUMER GOODS, ETC.. AT THE SAME TIME, MR. TSAI IS PLANNING TO EXPLOIT THE MARKET OF TAIWAN-MADE GENERAL MERCHANDISE IN THE UNITED STATES. MR. TSAI WISHES TO DISCUSS DIRECTLY WITH U.S. MANUFACTURERS THROUGH ASSISTANCES OF USDOC FIELD OFFICES IN THE CITIES WHERE HE WILL VISIT. HIS ITINERARY READS AS: SEPT. 30 ARRIVE HONOLULU; OCT. 7 SAN FRANCISCO; OCTOBER 14 LOS ANGELES; OCTOBER 17 NEW YORK. MR. TSAI CAN BE REACHED AT C/O MR. HARRY FISHLOW, VICE
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PRESIDENT, PERFECT FIT INDUSTRY, INC., 313 FIFTH AVENUE,

NEW YORK, N.Y. 10016 (TEL. (212)-679-6656), AND WILL CALL
DOC FIELD OFFICES IN EACH CITY UPON ARRIVAL.
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